

## CONTRACT



**WMTV**  
**615 Forward Drive**  
**Madison, WI 53711**  
**(608) 274-1515**

<u>Contract / Revision</u> 434056 /		<u>Alt Order #</u> WOC10485828
<u>Product</u> issue		
<u>Contract Dates</u> 10/29/16 - 11/07/16		<u>Estimate #</u> 4611
<u>Advertiser</u> Greater Wisconsin Committee		<u>Original Date / Revision</u> 10/20/16 / 10/20/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WMTV	<u>Account Executive</u> Sara McCormack	<u>Sales Office</u> Madison Nation
<u>Special Handling</u>		
<u>Demographic</u> Adults 18+		
<u>Agv Code</u> 9913041	<u>Advertiser Code</u> 653	<u>Product 1/2</u> 759
<u>Agency Ref</u> 8754	<u>Advertiser Ref</u> 12357	

And:

**Canal Partners Media**  
**25 Whitlock Place SW**  
**2nd Floor**  
**Marietta, GA 30064**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
3	WMTV	10/29/16	11/07/16	The Morning Show @ 5a	5:00 AM-5:57 AM		:30				NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	1--11--				3	\$600.00				
Week:		11/05/16	11/11/16	1-----				1	\$600.00				
4	WMTV	11/05/16	11/07/16	The Morning Show @ 6a	5:58 AM-7:00 AM		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/16	11/11/16	1-----				1	\$1,500.00				
5	WMTV	10/29/16	11/07/16	Today Show	7:00 AM-9:00 AM		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	1-----				1	\$1,500.00				
Week:		11/05/16	11/11/16	1-----				1	\$1,500.00				
6	WMTV	10/29/16	11/07/16	Today Show II	9:00 AM-10:00 AM		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	11-11--				4	\$500.00				
Week:		11/05/16	11/11/16	1-----				1	\$500.00				
7	WMTV	10/29/16	11/07/16	Today Show 3	10:00 AM-11:00 AM		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	1-111--				4	\$350.00				
Week:		11/05/16	11/11/16	1-----				1	\$350.00				
8	WMTV	10/29/16	11/07/16	15 News @ 11a	11:10 AM-11:30 AM		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	111-1--				4	\$350.00				
Week:		11/05/16	11/11/16	1-----				1	\$350.00				
9	WMTV	10/29/16	11/07/16	Days of Our Lives	11:58 AM-1:00 PM		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	11-11--				4	\$350.00				
Week:		11/05/16	11/11/16	1-----				1	\$350.00				
10	WMTV	10/29/16	11/07/16	M-F 1p-2p	1:00 PM-2:00 PM		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	111----				3	\$100.00				
Week:		11/05/16	11/11/16	1-----				1	\$100.00				
11	WMTV	10/29/16	11/07/16	M-F 2p-3p	2:00 PM-3:00 PM		:30				NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	1--11--				3	\$100.00				
Week:		11/05/16	11/11/16	1-----				1	\$100.00				
12	WMTV	10/29/16	11/07/16	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	4	\$500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

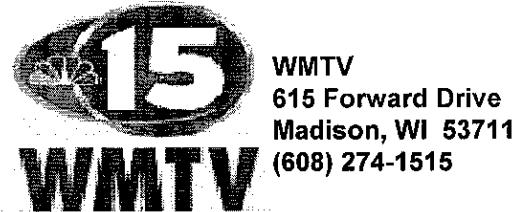
This Agreement is subject to the Standard Terms and Conditions available at www.gray.tv/advertising



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**615 Forward Drive**  
**Madison, WI 53711**  
**(608) 274-1515**

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<u>Contract Dates</u> 10/29/16 - 11/07/16	<u>Product</u> issue	<u>Estimate #</u> 4611
<u>Advertiser</u> Greater Wisconsin Comm		<u>Original Date / Revision</u> 10/20/16 / 10/20/16

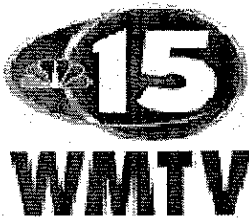
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-1-11--				3	\$125.00				
Week:		11/05/16	11/11/16	1-----				1	\$125.00				
13	WMTV	10/29/16	11/07/16	15 News @ 4p	4:10 PM-4:30 PM		:30				NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	1111---				4	\$750.00				
Week:		11/05/16	11/11/16	1-----				1	\$750.00				
14	WMTV	10/29/16	11/07/16	Jeopardy M-F	4:28 PM-5:00 PM		:30				NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-1111--				4	\$1,000.00				
Week:		11/05/16	11/11/16	1-----				1	\$1,000.00				
15	WMTV	10/29/16	11/07/16	15 News @ 5p	5:10 PM-5:30 PM		:30				NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	11-11--				4	\$1,500.00				
Week:		11/05/16	11/11/16	1-----				1	\$1,500.00				
16	WMTV	10/29/16	11/04/16	15 News @ 6p	6:10 PM-6:30 PM		:30				NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	11111--				5	\$2,000.00				
17	WMTV	10/29/16	11/04/16	M-F 15 News @ 10p	10:10 PM-10:35 PM		:30				NM	5	\$12,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	11111--				5	\$2,500.00				
18	WMTV	10/29/16	11/04/16	The Tonight Show	10:35 PM-11:37 PM		:30				NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	11111--				5	\$1,100.00				
19	WMTV	10/29/16	11/04/16	Late Night w/ Seth Meyers	11:37 PM-12:36 AM		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	11111--				5	\$300.00				
21	WMTV	10/29/16	11/02/16	Wednesday Prime Hr 2	8:00 PM-9:00 PM		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	--1----				1	\$3,000.00				
22	WMTV	10/29/16	11/02/16	Wednesday Prime Hr 3	9:00 PM-10:00 PM		:30				NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	--1----				1	\$3,500.00				
23	WMTV	10/29/16	11/04/16	Friday Prime Rotator	8:00 PM-10:00 PM		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	----1--				1	\$2,500.00				
24	WMTV	10/29/16	11/05/16	The Morning Show Sa	5:00 AM-6:57 AM		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-----1-				1	\$400.00				
Week:		11/05/16	11/11/16	-----2-				2	\$400.00				
25	WMTV	10/29/16	11/05/16	Sa Today	6:58 AM-9:00 AM		:30				NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-----2-				2	\$900.00				
Week:		11/05/16	11/11/16	-----1-				1	\$900.00				
26	WMTV	11/05/16	11/05/16	Saturday 15 News @ 6p	6:10 PM-6:30 PM		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1-				1	\$1,000.00				
N 27	WMTV	10/29/16	10/29/16	Wheel of Fortune Sat	6:30 PM-7:00 PM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1-				1	\$1,200.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>			
		1	WMTV	10/24/16-10/30/16	Wheel of Fortune Sat	6:30 PM-7:00 PM	-----Sa--	:30	\$1,200.00	NM			
		See MG 27.2											
		2	WMTV	10/24/16-10/30/16	Meet The Press	958a-11a	-----Su	:30	\$1,200.00	NM			
		Ⓜ MG for 27.1 10/29											



Contract / Revision		Alt Order #
434056 /		WOC10485828
Contract Dates	Product	Estimate #
10/29/16 - 11/07/16	issue	4611
Advertiser		Original Date / Revision
Greater Wisconsin Comm		10/20/16 / 10/20/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
28	WMTV	11/05/16	11/05/16	Saturday 15 News @ 10p	10:10 PM-10:30 PM		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1-				1	\$1,600.00				
29	WMTV	10/29/16	11/05/16	Sat 12a-1a	12:02 XM-1:00 XM		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-----1-				1	\$150.00				
Week:		11/05/16	11/11/16	-----1-				1	\$150.00				
30	WMTV	10/29/16	11/05/16	Overnight Rotator M-Su	1:00 XM-2:00 XM		:30				NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-----1-				1	\$80.00				
Week:		11/05/16	11/11/16	-----1-				1	\$80.00				
31	WMTV	10/29/16	11/06/16	The Morning Show Su @ 6a	6:00 AM-7:00 AM		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-----1				1	\$500.00				
Week:		11/05/16	11/11/16	-----1				1	\$500.00				
32	WMTV	10/29/16	11/06/16	The Morning Show Su @ 7a	7:00 AM-8:57 AM		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-----2				2	\$750.00				
Week:		11/05/16	11/11/16	-----1				1	\$750.00				
33	WMTV	10/29/16	11/06/16	Su Today	8:58 AM-10:00 AM		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-----1				1	\$750.00				
Week:		11/05/16	11/11/16	-----1				1	\$750.00				
34	WMTV	11/05/16	11/06/16	Meet The Press	9:58 AM-11:00 AM		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$1,200.00				
35	WMTV	10/29/16	10/30/16	Sunday 15 News @ 5p	5:10 PM-5:30 PM		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1				1	\$750.00				
36	WMTV	11/05/16	11/06/16	NBC Nightly News Su	5:30 PM-6:00 PM		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-----1				1	\$2,000.00				
37	WMTV	10/29/16	10/30/16	Late Run 15 News @ 10p	10:40 PM-11:00 PM		:30				NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----1				1	\$2,200.00				
38	WMTV	10/29/16	11/06/16	Sun 1130p-1230a	11:30 PM-12:30 XM		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/16	11/04/16	-----1				1	\$150.00				
Week:		11/05/16	11/11/16	-----1				1	\$150.00				
39	WMTV	11/01/16	11/07/16	Early Today	4a-430a		:30				NM	5	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1111--				4	\$60.00				
Week:		11/07/16	11/13/16	1-----				1	\$60.00				
40	WMTV	11/01/16	11/07/16	The Morning Show @ 430a	430a-5a		:30				NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-1111--				4	\$150.00				
Week:		11/07/16	11/13/16	1-----				1	\$150.00				
41	WMTV	11/01/16	11/02/16	Last Call	1235a-107a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/31/16	11/06/16	-11----				2	\$150.00				
Totals								0.00				115	\$91,410.00

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**Madison, WI 53711**  
**(608) 274-1515**

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434056 /		WOC10485828
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
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<u>Advertiser</u>		<u>Original Date / Revision</u>
Greater Wisconsin Comm		10/20/16 / 10/20/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	13	\$9,480.00	(\$1,422.00)	\$8,058.00
10/31/16 - 11/07/16	102	\$81,930.00	(\$12,289.50)	\$69,640.50
<b>Totals</b>	<b>115</b>	<b>\$91,410.00</b>	<b>(\$13,711.50)</b>	<b>\$77,698.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WMTV - TV Madison, WI	<b>Date:</b> 10/19/2016
---	----------------------------

I, Jeff Scattergood  
 do hereby request station time concerning the following issue:

SD-14
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED					

Date of First Broadcast: 10/21/2016      Date of Last Broadcast: 10/30/2016

Total Charges: \$\*\*\*\*\*77,872.75 NET

This broadcast time will be used by: Greater Wisconsin Committee (2016)



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Greater Wisconsin Committee  
PO Box 861  
Madison, WI 53701

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Michael Christopher, Treasurer



**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

10/19/2016  
Date

  
Signature

(770) 427-0735  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ **Accepted**  
  
Signature

☐ **Accepted in Part**  
Sara McCormack  
Printed Name

☐ **Rejected**  
NSM  
Title





**AGREED UPON SCHEDULE**

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

<b>Broadcast Length</b>	<b>Time of Day, Rotation or Package</b>	<b>Days</b>	<b>Class</b>	<b>Times per Week</b>	<b>Number of Weeks</b>

**Attach proposed schedule with charges (if available):**

Date of First Broadcast: 10/21/2016

Date of Last Broadcast: 10/30/2016

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

